



Flag of Morristown, NJ, 2023

HOW TO CREATE A "GOOD" MUNICIPAL FLAG

THE 5 BASIC PRINCIPLES OF FLAG DESIGN



Flag of Dowagiac, MI, 2022

"Every great city deserves a great flag." It's an argument that's hard to disagree with, which is why our company believes in educating our municipal customers on the rules of "good" flag design and the importance of having a meaningful symbol that represents your town.

A municipal flag should be displayed in more places than just town hall; residents should be proud to fly the flag outside their homes and businesses, while neighboring towns and frequent visitors should remember what your flag looks like.

As a member of NAVA, the North American Vexillological Association, we're the experts when it comes to designing and manufacturing your town's flags!

RULES

- 1) **Keep it Simple**
The flag should be so simple that a child can draw it from memory
- 2) **Use Meaningful Symbolism**
The flag's images, colors, or patterns should relate to what it symbolizes
- 3) **Use 2-3 Basic Colors**
Limit the number of colors on the flag to three (sometimes more colors can be justified)
- 4) **No Lettering or Seals**
Never use any writing of any kind, or create a "seal on a bedsheet"
- 5) **Be Distinctive or Be Related**
Avoid duplicating other flags, but use similarities to show connections

Scan to Read NAVA's *Good Flag, Bad Flag*



Some of the many cities we've assisted nationwide. From left to right: Ashland, NE, Dodge City, KS, and Dayton, OH